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Amalgamated Publishers Inc.

Scarborough Report on Black Newspaper Audience Readership

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INTRODUCTION

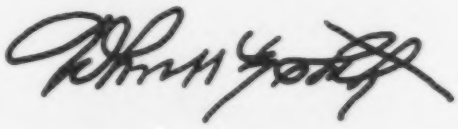
Selling the Black consumer market requires the usage of media that talks *to* them, not *about* them. The most trusted of all Black-oriented media is the Black newspapers. Because, for the most part, Black newspapers, like the Black church, have a history of being Black-owned and operated from one generation to the next.

We are very happy that ITT Continental Baking Corporation agreed with us and supported API financially in making this study.

In an effort to substantiate the Black newspapers as an important and viable marketing vehicle, API commissioned the Scarborough Research Corporation to study and identify the audience profile of these newspapers. Since Scarborough is one of the leading researchers in the U.S. that reports on media audience profiles, it is our hope that the findings will put an end to the speculation previously associated with the readership of Black newspapers.

As the trend toward segmented marketing follows the growing diversity of America, Black newspapers must be considered and evaluated fairly for their ability to reach a significant share of the multi-billion dollar Black consumer market.

We wish also to thank all of our advertisers who have supported us and especially members of the 4-A's for their valuable counsel.



John H. Sengstacke
President

AMALGAMATED PUBLISHERS, INC.

A Tradition of Service to Advertisers

Amalgamated Publishers, Inc. was founded in 1961 by an astute group of publishers led by John H. Sengstacke, who is the current president. These publishers recognized the need for their own national organization to function as the sales, service, and research representative of the nation's leading Black newspapers.

Headquartered in New York since 1961 with regional offices in Chicago, Cleveland and Detroit, Amalgamated Publishers represents 88 leading Black community newspapers in 68 markets. The network includes every major Black ABC audited newspaper in the United States. The weekly circulation is 1,408,536 with a net reach of 3,521,340 impressions.

Staffed with advertising and marketing professionals who know and understand the Black consumer market, API can assist you in executing programs in the pages of its growing network of newspapers on a local, regional or national basis.

Other benefits of API are:

- Innovative merchandising programs to augment advertising schedules in API Newspapers;
- Immediate access to API's Public Relations Network to assure full exposure of advertisers' promotional and press releases in API papers nationally, regionally, and in local spot markets;
- One order-central billing.

TABLE OF CONTENTS

Study Methodology	2
Top 34 Amalgamated Publishers Metro Markets	3
Qualitative Statements	4
Attitudes A PI Newspapers vs. Daily Newspapers	5
Demographic Composition	6
About the Findings	7
Audience Profile: Demographics	8-10
Product Composition	11
Audience Profile: Product Usage	12-16
Summary—Amalgamated Publishers Audience Top 34 Metro Markets	17
Technical Appendix	18-19
Detail—Tables	20-35
Scarborough Research—an overview	36
The Amalgamated Publishers Newspaper Network	

STUDY METHODOLOGY

The Black Newspapers Audience Study, which was completed in the Fall of 1980 was designed with two primary objectives in mind. First, it was designed to measure the number of Black adult readers of API newspapers, and the characteristics of these readers. Second, it was also designed to compare these reader characteristics to that of the total adult Black population in API markets, and the actual portion of that potential that is reached by the API newspapers.

The Study represented only those markets within the top 50 metropolitan areas where there is an API newspaper. There are 34 such markets. The circulation in these 34 markets represents about 80 per cent of API's entire circulation.

The interviewing was carried out by telephone. Random sampling procedures were used to represent all the Black households in the 34 markets that had telephones. This included unlisted telephone households as well as those listed in telephone directories.

Sixteen of the 34 markets were randomly selected to be included in the sample. This automatically included the five largest markets. Within each sample household only one adult, age 18 or older was randomly selected as the respondent. No substitutions were permitted. Thus, a widely dispersed random sample of the Black adults in the 34 markets was achieved.

Interviewing was only conducted in Black households. If a non-Black household was called, the interview was discontinued. Though stratification was employed within the sampled metropolitan areas to make the calling of Black households more efficient, only about 35% of the households called turned out to be Black households.

Each of the designated sample respondents was first asked about readership of the API newspapers in his or her market. Since most of the newspapers are weekly newspapers, the standard recent reading (i.e.; read in past 7 days) question was asked. Each API newspaper in the market was asked about, individually. Thus, in Chicago for example, the respondents were asked about the Chicago Defender and the New Crusader.

The readership question was asked of 1,463 sample respondents, of whom 376 indicated that they had read one or more API newspapers in their market. A sub-sample of 316 of the non-readers was also interviewed, for a total in-tab sample of 692 respondents, representing the entire adult Black population, both readers and non-readers in the 34 markets.

The in-tab sample was balanced and weighted to provide projected estimates of the total adult Black population. The projected total adult population was estimated at 8,614,000.

SAMPLING DEVIATIONS

It should be remembered that, as with all surveys, the findings are subject to the immutable laws of chance. As such, there will be some few findings that will depart from the "true" levels by an uncomfortably wide margin. Fortunately, by these same laws of chance the number of these departures will be relatively small. Users of the data should bear in mind that the findings are subject to sampling tolerance, and these tolerances, which are shown in the Technical Appendix, should be taken into consideration when critical evaluations are made.

ACKNOWLEDGEMENTS

We wish to thank all our respondents for their cooperation. We also wish to thank Amalgamated Publishers, Inc. for their support and encouragement; all of which led to an unbiased and valid survey of their newspapers' audience.

Harold Israel
President
Scarborough Research Corporation

TOP 34 AMALGAMATED PUBLISHERS METROPOLITAN MARKETS

Among the Top 50 Markets

1. New York
2. Chicago
3. Los Angeles-Long Beach
4. Philadelphia
5. Detroit
6. Washington, D.C.
7. Baltimore
8. Newark
9. Houston
10. San Francisco-Oakland
11. St. Louis
12. Atlanta
13. Cleveland
14. New Orleans
15. Dallas-Forth Worth
16. Memphis
17. Boston et al
18. Miami
19. Norfolk-Va. Beach-Portsmouth
20. Birmingham
21. Kansas City
22. Pittsburgh
23. Milwaukee
24. Cincinnati
25. Indianapolis
26. Buffalo
27. Tampa-St. Petersburg
28. Columbus
29. Louisville
30. San Diego
31. San Antonio
32. Minneapolis-St. Paul
33. San Jose
34. Portland, Ore.

QUALITATIVE STATEMENTS

Concerning API Newspapers and Daily Newspapers

Seventy one percent of the readers of API newspapers feel that the papers are "necessary and important to them" and 80% feel that API newspapers are "written in their kind of language." However, only 62% of the readers of daily newspapers feel that these papers are "necessary and important to them" and 61% feel that the dailies "use the respondent's kind of language."

Over 80% of API readers feel that the API newspapers speak of their special interests, as compared to fewer than 6 out of 10 adults who feel similarly about the dailies.

Seventy percent of the readers feel that API newspapers show an understanding of their lifestyle. However, only 40% of daily newspaper readers feel that the dailies are empathetic to their lifestyle.

More than 70% of API readers feel that the API papers are above board in truthfulness and honesty. Only one-third of Black adults agree that the dailies are honest and truthful in their reporting.

ATTITUDES:

API NEWSPAPERS VS. DAILY NEWSPAPERS

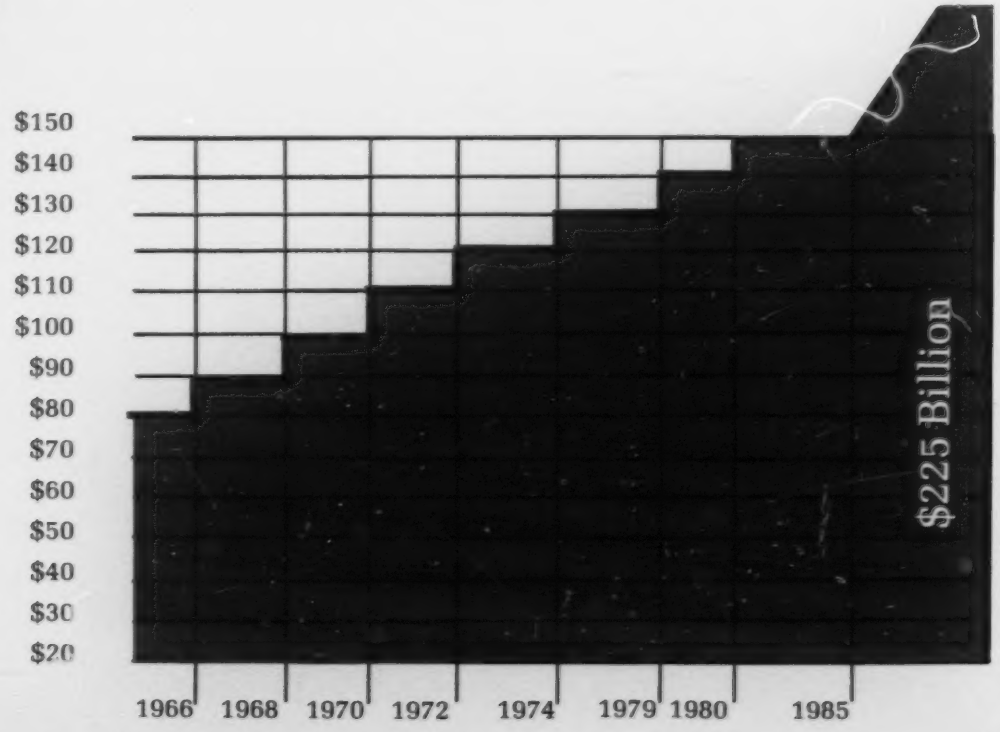
% Agreeing with Statement	Readers of API Newspapers	Daily Newspapers
Newspaper(s) deal with subjects of special interest to you	[redacted]	82.2 / 58.9
Newspaper(s) show an understanding of your kind of life	[redacted]	69.9 / 40.4
Newspaper(s) are honest and truthful	[redacted]	72.2 / 36.0
Newspaper(s) use your kind of language	[redacted]	79.5 / 61.4
Newspapers are necessary and important to you	[redacted]	71.3 / 61.8

DEMOGRAPHIC COMPOSITION

The demographic characteristics of the adult API newspaper audience compared with the total adult Black population profiled by:

- Sex/Age
- Education
- Household Income
- Household Size
- Marital Status
- Occupation

The Incredible Growth of the Black Consumer Market



Source: Andrew Brimmer & Co.
U. S. Department of Census, 1980.

ABOUT THE FINDINGS

Total Weekly Audience:	000	%
Total Adult Population	8,614	100.0
Read one or more API Newspapers in past 7 days	2,537	29.5
Gross readership	2,835	
Estimated Readers Per Copy	2.5	

This represents only adults in telephone households. It excludes children and non-telephone households.

How API Newspapers Obtained:	%
Subscription (Home or Office)	23.2
Bought at Newsstand, Coin Box or Store	66.9

AUDIENCE PROFILE: DEMOGRAPHICS

SEX/AGE	Black Pop.	%	Index
Male		46.6	100
	API Readers	38.8	83
Female		53.4	100
		61.2	115
18-24		18.7	100
		14.0	75
25-34		22.2	100
		27.9	125
35-54		36.7	100
		36.3	99
55+		22.3	100
		21.8	102
Median	Black Pop. 40.3	API Readers 39.5	

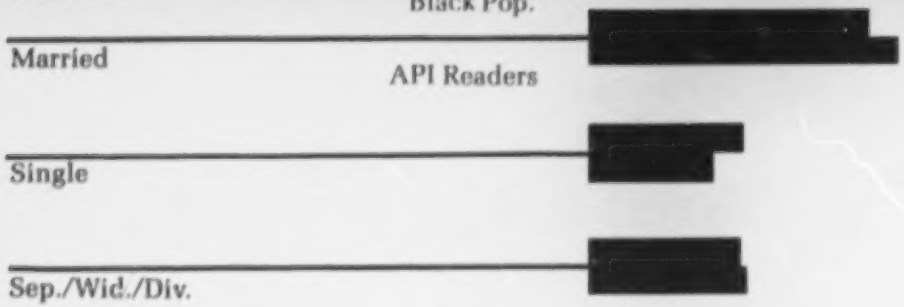
EDUCATION	Black Pop.	%	Index
Graduated College		8.6	100
	API Readers	13.6	158
Attended College		20.2	100
		21.4	106
Graduated High School		38.1	100
		37.2	98

HOUSEHOLD INCOME		%	Index
$35,000+	Black Pop.	8.1	100
	API Readers	9.7	120
$25,000+	Black Pop.	21.2	100
	API Readers	24.9	118
$20,000+	Black Pop.	33.9	100
	API Readers	38.0	112
$15,000+	Black Pop.	54.9	100
	API Readers	57.5	105

Median Black Pop. $16,170 API Readers $16,930

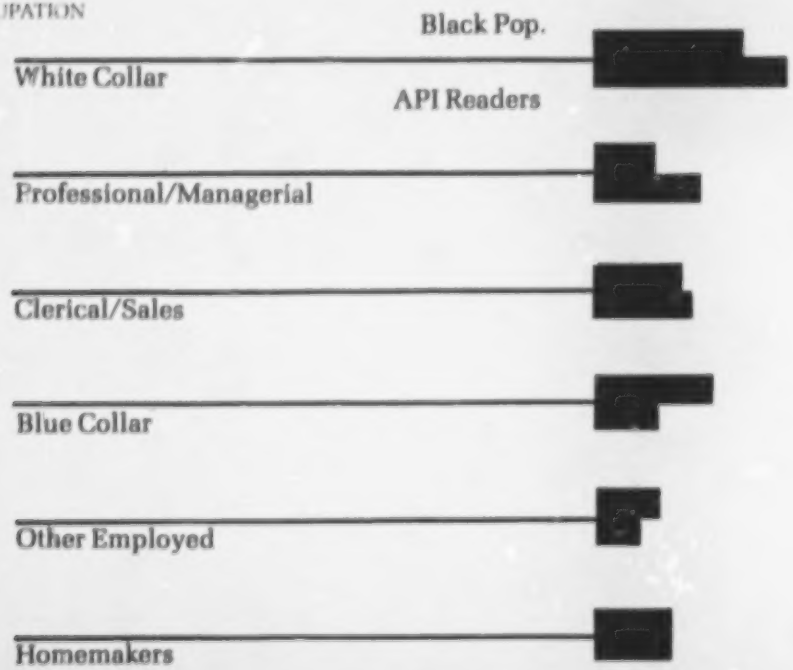
HOUSEHOLD SIZE		%	Index
1 or 2 persons	Black Pop.	36.1	100
	API Readers	40.3	112
3 or 4 persons	Black Pop.	38.6	100
	API Readers	36.1	93
5+ persons	Black Pop.	25.2	100
	API Readers	23.6	93
1 or more children	Black Pop.	53.8	100
	API Readers	56.4	105
Own Home	Black Pop.	49.6	100
	API Readers	49.1	99

MARITAL STATUS



	Black Pop.	API Readers	%	Index
Married			47.9	100
			52.1	109
Single			26.8	100
			20.9	78
Sep./Wid./Div.			25.2	100
			27.0	107

OCCUPATION



	Black Pop.	API Readers	%	Index
White Collar			25.9	100
			33.7	130
Professional/Managerial			10.8	100
			17.5	162
Clerical/Sales			15.1	100
			16.2	107
Blue Collar			19.1	100
			11.7	62
Other Employed			11.0	100
			8.8	79
Homemakers			13.8	100
			13.2	96

PRODUCT COMPOSITION

In addition to measuring demographics, the study also included a variety of marketing measurements within the following broad categories:

- Alcoholic Beverage Consumption
- Automotive
- Baked Goods Purchased
- Cents-Off Coupon Use
- Cigarette Smoking
- Carbonated Soft Drink Consumption
- Department Store Shopping
- Leisure Activities
- Supermarket and Grocery Store Shopping
- Travel (domestic and foreign)

AUDIENCE PROFILE: PRODUCT USAGE

LIQUOR
AUTO OWNERSHIP

		%	Index
LIQUOR CONSUMPTION IN PAST MONTH			
Any Alcoholic Beverage	Black Pop.	43.8	100
	API Readers	47.1	108
Any Whiskey	Black Pop.	13.9	100
	API Readers	16.6	120
Any White Goods	Black Pop.	18.8	100
	API Readers	26.3	140
Any Wine	Black Pop.	16.3	100
	API Readers	20.9	128
Any Beer or Ale	Black Pop.	26.9	100
	API Readers	30.3	113
AUTO OWNERSHIP (HOUSEHOLD MEMBER)			
Own 1 + Cars	Black Pop.	70.4	100
	API Readers	75.4	107
Own 1 + Cars Bought New	Black Pop.	44.2	100
	API Readers	46.1	104
Rented a Car in Past Year	Black Pop.	7.5	100
	API Readers	10.4	139

PRE-PACKAGED SNACK CAKES PURCHASED PAST MONTH		%	Index
Cream-Filled Yellow Cakes	Black Female Pop.	22.6	100
	API Readers Female	20.5	91
Cupcakes		18.5	100
		18.0	97
Small Fruit Pies		8.7	100
		8.6	99
Crumb Cakes		10.0	100
		7.9	79
Cream-Filled Chocolate Cakes		8.5	100
		7.9	79
Doughnuts		23.2	100
		29.4	127
Honeybuns		13.0	100
		14.0	107
Chocolate Iced Cakes		7.2	100
		7.3	101
(Any of the Above)		49.7	100
		57.4	115

Female Base Population Top 50 Markets: 4,600,000

API Female Readers: 1,553,000

PRE-PACKAGED BREAD CENTS-OFF COUPONS

		%	Index
PRE-PACKAGED BREAD USED PAST 2 WEEKS			
White Bread	Black Female Pop.	77.3	100
	API Female Readers	70.6	91
2 Loaves or Less		34.1	100
		32.6	96
3-4		24.7	100
		19.6	79
5 or More		18.5	100
		17.8	96
Whole Wheat		37.8	100
		41.8	111
2 Loaves or Less		23.7	100
		26.9	114
3-4		14.1	100
		14.9	106
HOUSEHOLD USE OF CENTS-OFF COUPONS			
Use Them	Black Pop.	61.1	100
	API Readers	59.5	97
Use Them Once a Week or More		28.2	100
		32.4	115
Coupons obtained through Newspapers		54.5	100
		56.4	104

CARBONATED SOFT DRINKS DRANK IN PAST MONTH

		%	Index
Regular Cola	Black Pop.	58.8	100
	API Readers	62.6	106
Diet Cola		12.7	100
		14.2	112
Lemon/Lime Flavor		23.8	100
		25.2	106
Other Flavors		20.1	100
		23.3	116

CIGARETTE SMOKING

Smoke Cigarettes		35.4	100
		36.5	103
Smoke Menthol	Black Pop.	21.2	100
	API Readers	18.1	85
Smoke Low Tar or Lights		17.6	100
		19.8	113

SUPERMARKET & GROCERY STORE SHOPPING

Spent $125 or More Past Week		10.9	100
		12.4	113

SPORTS PARTICIPATION LAST 12 MONTHS		%	Index
Bicycling	Black Pop.	24.8	100
	API Readers	26.1	105
Bowling		18.7	100
		20.3	108
Jogging		25.5	100
		31.7	124
Tennis		13.8	100
		15.1	109

TRAVEL				
Domestic Past 12 Months		Black Pop.	61.8	100
1+ Trips		API Readers	64.4	104
1+ Business Trips			21.5	100
			24.8	115
1+ Personal/Vacation Trips			57.6	100
			59.1	103
1+ Airline Trips			21.2	100
			25.3	119
Foreign Past 5 Years				
1+ Trips			19.7	100
			24.6	125

SUMMARY—TOP 34 API METRO MARKETS STUDY

API Delivers The Audience...

The top 20% of the Black population accounts for 45% of the total Black income. This group consists of the most affluent, consumer-oriented, and influential members of the Black community.

A large share of this segment are the primary readers of API Black newspapers—doctors, lawyers, business executives, politicians, religious leaders, educators, and other semi-professionals. The expanding force of middle-income, blue-collar, and service workers is also a key segment of the API audience.

These are the consumers with discretionary income for the purchase of a variety of goods and services.

Within the API audience:

- 57% have household incomes above $15,000.
- 25% are above the $25,000 household income level.
- 40% are college educated.
- 18% are in managerial or professional positions.
- 49% own their homes.

The Black population within the 34 API metropolitan markets represents 29.5% of the total population in the top 50 metros.

According to the 1981 SRDS Consumer Markets Survey, 1980 retail sales in the top 50 metro areas were approximately $514 billion. Black consumers could easily account for $140-150 billion in retail sales within the top 34 API markets alone.

And, as the 25-40 year-old, baby-boom demographic becomes "the most important consumer group for marketing people today" according to noted pollster Louis Harris,[1] marketers must consider the similar trend of importance within the API Black newspaper audience.

- 42% are between the ages of 18 and 34.
- 54% are between the ages of 25 and 49.

...For Marketers Who Want Greater Market Share...

and...

Increased Total Sales!

2,537,000[2]

readers within the top 34 API markets[1]

1. Adweek "Markets and Marketing 1981" August 1981

2. Based on 2.5 readers per copy

TECHNICAL APPENDIX

Among the top 50 metropolitan areas, as listed by SRDS in 1980, there are 34 in which one or more Amalgamated Publishers, Inc. (API) newspapers are distributed. This study was designed to represent, using random sampling procedures, all the adult Blacks (age 18 or older) in telephone households within these 34 markets.

Within this population, the study was designed to measure and describe the readers of the API newspapers. Readers of API newspapers in markets outside the 34 represented (of which there are 34 markets), and non-Black readers of the API newspapers were not represented by the study. Further, readership of the National Afro-American and the National Courier was not measured by the study, nor was all the readership of the Texas Times, Florida Courier, or the Georgia Courier, represented by the study. In total, approximately 80 percent of the API circulation was represented by the study.

INTERVIEWING AND SAMPLING PROCEDURES

All interviewing was carried out by telephone. Thus, the sample and the projections represent only Blacks living in telephone households. Based on our work in markets across the country, we estimated that about 90 percent of adult Blacks in metropolitan areas live in telephone households.

Sample Stratification

A geographically stratified random sample was selected to represent the population to be studied. Among the 34 metropolitan areas, the five largest were automatically selected because of their size. Among the remaining 29, eleven were randomly selected with the probability of selection proportionate to their population size. Thus, in total, 16 metropolitan areas were selected in the sample to represent the 34 markets.

Since only adult Blacks were to be represented by the study, it was important to stratify areas within each metropolitan area based on their concentration of Black residences. Also, since the major study findings were to be based on API readers, it was necessary to maximize the efficiency of the sample in finding API newspaper readers. Toward this end, the assistance of the API newspapers was obtained in defining (by ZIP code areas) the areas within their metropolitan areas where their circulation is concentrated. Thus, three strata were established within each sample metropolitan area. These strata were mutually exclusive, and, in aggregate, exhausted the entire metropolitan area.

Strata 1—Areas of high circulation concentration

Strata 2—Other areas of high Black concentration

Strata 3—Remaining areas in metropolitan area.

Household Selection Procedures

A list of ZIP codes was developed for each of the first two strata within each sample metropolitan area. The third stratum contained the areas not on the ZIP lists. Through master computer telephone registers, random telephone numbers were selected within each of the three strata. Careful account was kept of the selection rate taken in each stratum. These randomly selected numbers served as "seed" numbers. The "seed" numbers were randomly modified by the addition of random numbers to the last two positions. The newly created numbers now represented listed telephone numbers and numbers not listed in telephone directories. Both the "seed" numbers and the additional random numbers were included in the sample.

Respondent Selection Procedures

The first question asked at each sample household determined whether it was a Black residence. If not, the interview was discontinued. If yes, a list of either the adult males or adult females at home was made. Each sample telephone number was pre-designated for either a male or female interview. This helped to keep in balance the proportion of males and females in the sample. Among the eligible listed respondents, only one was randomly selected. A grid, out of sight while the list was prepared, indicated the random selection. The random selection procedure gave an equal chance of selection to each of the listed possible respondents. Once the random selection was made, no substitutions were allowed.

The selected respondent was first asked about readership in the past seven days of the API newspapers in his/her metropolitan area and also about Black Media newspapers in the area. If the respondent read any of the API newspapers in the past seven days, the interview was automatically continued. If not, only an every "n^{th}" systematic sub-sample of the non-reader respondents continued to be interviewed. The interviews with the remainder of the non-readers were discontinued. The final sample of long interviews consisted of 376 respondents representing the API newspaper readers and 316 representing the non-readers.

Sample Recovery

To obtain this sample of 692 long interviews, a total of 8,258 households was contacted. Out of

this total of 8,258 households, the following ineligible households were found:

Non-Black households	5,343
Black household, but no adult of designated sex at home	328
Black household, but no adult at home	230
Black household, but no adult living in household	90
	5,991

Among the remaining 2,267 eligible Black households telephoned, the following recovery was obtained:

		Recovery Rate
Total Interviews Completed	1,463	64.5%
Long Reader Interview	(376)	
Long Non-Reader Interview	(316)	
Short Non-Reader Interview	(771)	
Refusals	804	35.5%
	2,267	100.0%

Interviewing Procedures

The interviewing was carried out through a centralized telephone bank located in our own offices. Interviewing started on September 3, 1980 and was completed November 18, 1980. The interviewing was carried out in the evenings, Mondays through Fridays, or on Saturdays. In this way, working men and women were given ample opportunity to be represented in the study.

All the interviewers were carefully trained and supervised. Their interviewing procedures were monitored, and any misunderstandings or errors were corrected immediately. Special efforts were taken to reduce refusals. If the call was made at an inconvenient time for a respondent, the interviewer asked for a time later on in the evening when the interview could be conducted more conveniently. More determined refusals were re-called by special interviewers skilled in obtaining respondent cooperation.

SAMPLE PROJECTION

Each of the 692 respondents from whom a long interview was obtained was given a projection weight, the sum of which equalled the sample projection to the total adult Blacks in telephone households in the 34 metropolitan areas represented by the sample.

As a net result of the sample projection and balancing procedures, the sample was projected to a total population of 8,614,000 adult Blacks; of whom 2,537,000 were readers (in the past seven days) of API newspapers.

NEWSPAPER AUDIENCE QUESTIONING PROCEDURES

The audience of a weekly newspaper, such as most of the API newspapers, has traditionally been measured on the basis of readership of any issue within the past seven days. This is generally known as the "recent reading" audience measure. In the case of weekly newspapers, the measurement assumes that there is very little repeat reading of the issue after it is seven days old, and whatever repeat reading there is that might increase the audience level is offset by persons reading two or more issues in a seven-day period that they've not read previously.

The audience reported is a net-accumulated audience of all API newspaper issues read in the past seven days. Those few API newspapers that publish more than once a week were included on a net weekly audience basis rather than on an average-issue or gross audience basis. Also, respondents who read two or more API newspapers in the past seven days were counted only once. Thus, *the audience reported is the net-accumulated number of people who read one or more API newspaper issues in the past seven days.*

The list of API newspapers included in the questionnaire differed in each of the 16 metropolitan areas sampled. Thus, at least on the newspaper audience section, there were 16 different versions of the questionnaire. For example, in Philadelphia and Chicago, the list of API newspapers about which the respondents were questioned were:

Philadelphia	Chicago
Philadelphia Tribune	Chicago Defender
Philadelphia Afro-American	New Crusader
Philadelphia Courier	

In an effort to include all the reading that was done, including casual reading, the question included the following statement:

> "Please think about the newspaper reading you did within the past seven days, either at home or any place away from home, including papers you receive at home as well as papers you just happened to have read in the past seven days."

Next, the respondent was questioned about readership of each API newspaper in his or her market.

Harold Israel
President
Scarborough Research Corporation

AGE

Forty-two percent of adult API readers are age 18-34; thirty-six percent are 35-54 and twenty-two percent are age 55+. Among readers 18-34, there are 25% more readers age 25-34 than the adult Black population base.

READERS OF API NEWSPAPERS

Profiled by Age

Total Adults

	Total Black Pop.*		Read In Past 7 Days		
	'000	%	'000	% Comp	Ind
Total Adults	8614	100.0	2537	100.0	100
Age 18-24	1609	18.7	356	14.0	75
Age 25-34	1916	22.2	707	27.9	125
Age 35-54	3164	36.7	922	36.3	99
Age 55 +	1925	22.3	552	21.8	98
Median Age	40.3 Yrs.		39.48 Yrs.		

Source: Scarborough Research Corp.

* Black Population Within 34 API Markets Among The Top 50 Metro Areas

SEX

There are 2,537,000 readers of API newspapers representing 30% of the Black adult population in API markets. API papers are especially read by women, who account for 61% of the papers' total audience, while representing 53% of the general population.

READERS OF API NEWSPAPERS

Profiled by Sex

Total Adults

	Total Black Pop.*		Read In Past 7 Days		
	'000	%	'000	% Comp	Ind
Total Adults	8614	100.0	2537	100.0	100
Adult Men	4014	46.6	984	38.8	83
Adult Women	4600	53.4	1553	61.2	115

Source: Scarborough Research Corp.

* Black Population Within 34 API Markets Among The Top 50 Metro Areas

HOME OWNERSHIP

One-half of all API readers own their own homes, including co-ops and condominiums. Nearly 30% of all Black home owners read API newspapers.

READERS OF API NEWSPAPERS

Profiled by Type of Housing

Total Adults

	Total Black Pop.*		Read In Past 7 Days		
	'000	%	'000	% Comp	Ind
Total Adults	8614	100.0	2537	100.0	100
Own Private Home, Co-op or Condomin.	4272	49.6	1245	49.1	99
Rent	4342	50.4	1292	50.9	101

Source: Scarborough Research Corp.

* Black Population Within 34 API Markets Among The Top 50 Metro Areas

EMPLOYMENT AND OCCUPATION

Over one-half of API readers are employed, and more than 62% of those who are employed hold white collar jobs. Eighteen percent of API's total readers are professionals or managers, and 16% are employed in clerical or sales positions. However, as a percent of employed readers, prof./mgrs. account for one-third of the API work force...and clerical/sales account for 30% of all workers.

READERS OF API NEWSPAPERS

Profiled by Employment Status, Occupation, and Type of Employer

Total Adults

	Total Black Pop.*		Read In Past 7 Days		
	'000	%	'000	% Comp	Ind
Total Adults	8614	100.0	2537	100.0	100
Employment Status:					
Employed	4872	56.0	1374	54.2	97
Not Employed	3787	44.0	1163	45.8	104
Occupation Status:					
White Collar	2234	25.9	854	33.7	130
Professional/Manager.	933	10.8	444	17.5	162
Clerical/Sales	1301	15.1	410	16.2	107
Blue Collar	1644	19.1	298	11.7	62
Other Employed	949	11.0	222	8.8	79
Type of Employer:					
Business/Private Indiv.	2889	33.5	630	24.8	74
Fed., State, Local Govt.	1176	13.7	487	19.2	141
Other	762	8.8	257	10.1	115
Homemakers	1185	13.8	335	13.2	96

Source: Scarborough Research Corp.

* Black Population Within 34 API Markets Among The Top 50 Metro Areas

EDUCATION

Over one-third of API readers have a college education. In fact, 58% more readers are college graduates than the population base. Thirty seven percent of API readers have graduated from high school. High school graduates plus those who are college educated comprise nearly 75% of API's total audience.

READERS OF API NEWSPAPERS

Profiled by Education

Total Adults

	Total Black Pop.*		Read In Past 7 Days		
	'000	%	'000	% Comp	Ind
Total Adults	8614	100.0	2537	100.0	100
Attended/Grad. College	2475	28.7	888	35.0	122
Grad. College or Better	737	8.6	344	13.6	158
Attended College	1738	20.2	544	21.4	106
Graduated High School	3279	38.1	943	37.2	98
Did Not Grad. H. School	2860	33.2	706	27.8	84

Source: Scarborough Research Corp.

* Black Population Within 34 API Markets Among The Top 50 Metro Areas

HOUSEHOLD INCOME

One out of ten API readers live in households earning $35,000 or more; 25% live in households earning at least $25,000; nearly 4 out of 10 readers live in households earning $20,000 or more; and well over 50% maintain households earning $15,000 or more.

READERS OF API NEWSPAPERS

Profiled by Household Income

Total Adults

	Total Black Pop.*		Read In Past 7 Days		
	'000	%	'000	% Comp	Ind
Total Adults	8614	100.0	2537	100.0	100
HHI $35,000+	697	8.1	247	9.7	120
HHI $25,000-$34,999	1125	13.1	385	15.2	116
HHI $20,000-$24,999	1098	12.7	333	13.1	103
HHI $15,000-$19,999	1810	21.0	495	19.5	93
HHI $10,000-$14,999	1772	20.6	519	20.5	99
HHI Less Than $10,000	2112	24.5	559	22.0	90
Median HHI	16,170			16,930	
HHI $25,000+	1822	21.2	632	24.9	118
HHI $20,000+	2920	33.9	965	38.0	112
HHI $15,000+	4730	54.9	1460	57.5	105

Source: Scarborough Research Corp.

* Black Population Within 34 API Markets Among The Top 50 Metro Areas

MARITAL STATUS, HOUSEHOLD SIZE

One-half of API's readers are married and living with their spouse—a percentage that compares very favorably with the population base.

Nearly 90% of API's readers live in 2+ person households.

READERS OF API NEWSPAPERS

Profiled by Marital Status & Household Size

Total Adults

	Total Black Pop.*		Read In Past 7 Days		
	'000	%	'000	% Comp	Ind
Total Adults	8614	100.0	2537	100.0	100
Marital Status:					
Married	4130	47.9	1321	52.1	109
Single (never married)	2312	26.8	530	20.9	78
Sep./Wid./Div.	2172	25.2	686	27.0	107
Household Size:					
5 or more	2175	25.2	598	23.6	93
3 or 4	3328	38.6	916	36.1	93
2	2226	25.8	754	29.7	115
1	885	10.3	269	10.6	103

Source: Scarborough Research Corp.

* Black Population Within 34 API Markets Among The Top 50 Metro Areas

PRESENCE OF CHILDREN

Fifty-six percent of API's readers have at least one child living in their households, and well over one-half of these readers are parents to 2 children or more.

READERS OF API NEWSPAPERS

Profiled by Presence of Children in HH

Total Adults

	Total Black Pop.*		Read In Past 7 Days		
	'000	%	'000	% Comp	Ind
Total Adults	8614	100.0	2537	100.0	100
Presence of Children in HH:					
1 or more	4637	53.8	1430	56.4	105
1	2001	23.2	654	25.8	111
2	1378	16.0	374	14.7	92
3+	1258	14.6	402	15.8	109
None	3977	46.2	1107	43.6	95

Source: Scarborough Research Corp.

* Black Population Within 34 API Markets Among The Top 50 Metro Areas

ALCOHOLIC BEVERAGES

API readers index high for the consumption of alcoholic beverages. Nearly one-half of API readers drank an alcoholic beverage in the past month. *Of those people who drank an alcoholic beverage,* 74% drank any type of distilled liquor, 43% drank any type of white goods, 32% drank any type of whiskey, 62% drank beer or ale and 41% drank wine.

One-third of all readers drank distilled liquor in the past week (not including wine or beer).

READERS OF API NEWSPAPERS

Profiled by Alcoholic Beverage Consumption

Total Adults

	Total Black Pop.*		Read In Past 7 Days		
	'000	%	'000	% Comp	Ind
Total Adults	8614	100.0	2537	100.0	100
Drank any alcoholic beverage in past month (including wine and beer)	3769	43.8	1196	47.1	108
Any distilled liquor	2771	32.2	931	36.7	114
Any whiskey	1194	13.9	422	16.6	120
Any white goods	1618	18.8	666	26.3	140
Any beer or ale	2320	26.9	769	30.3	113
Any wine	1405	16.3	530	20.9	128
Drank any alcoholic beverage in past week (NOT including wine and beer)	2346	27.2	775	30.5	112
Beer—Past week	2019	23.4	626	24.7	105
Wine—Past week	995	11.6	428	16.9	146

Source: Scarborough Research Corp.

* Black Population Within 34 API Markets Among The Top 50 Metro Areas

AUTOMOBILE OWNERSHIP

Three-fourths of API readers own a car and nearly 40% own more than one. Forty six percent of API readers own a car bought new.

Thirty percent of API readers own either an intermediate or standard size car, while nearly 20% own a compact.

Readers of API newspapers are 31% more likely to own an imported car than the population base.

API readers are nearly 40% more likely to have rented a car in the past year than the population base.

READERS OF API NEWSPAPERS

Profiled by Automobile Ownership and Car Rental

Total Adults

	Total Black Pop.*		Read In Past 7 Days		
	'000	%	'000	% Comp	Ind
Total Adults	8614	100.0	2537	100.0	100
Number of Autombiles Owned by Household					
One or more	6062	70.4	1912	75.4	107
Two or more	2862	33.2	989	39.0	117
Own 1+ Cars Bought New	3809	44.2	1169	46.1	104
Model of Car Owned					
Subcompact	722	8.4	160	6.3	75
Compact	1290	15.0	458	18.1	121
Intermediate	2393	27.8	781	30.8	111
Standard	2150	25.0	751	29.6	119
Luxury	1014	11.8	263	10.4	88
Foreign	469	5.4	181	7.1	131
Other	497	5.8	114	4.5	78
Rented a Car in Past 12 Months	644	7.5	264	10.4	139

Source: Scarborough Research Corp.

* Black Population Within 34 API Markets Among The Top 50 Metro Areas

BAKED GOODS PRE-PACKAGED SNACK CAKES AND BREAD

API FEMALE READERS

More than half, or 57.4% of all API female readers have purchased any one of the snack cakes listed in the past month. The highest preference is for doughnuts, where nearly 1 out of 3 API female readers are purchasers.

White bread is the heavier consumed product; seventy percent of the female readers bought White loaves in the past two weeks. Yet, a high percentage of API female readers bought Whole Wheat—more than 40%.

FEMALE READERS OF API NEWSPAPERS

Profiled by Pre-Packaged Snack Cakes and Bread

Total Females

	Total Black Female Pop.***		Read In Past 7 Days		
	'000	%	'000	% Comp	Ind
Total Women	8614	100.0	1553	33.8	100
Pre-packaged Snack Cakes —Purchased Past Month					
Cream-Filled Yellow Cakes	1040	22.6	318	20.5	91
Cupcakes	*852	18.5	280	18.0	97
Small Fruit Pies	*398	8.7	133	8.6	99
Crumb Cakes	**459	10.0	123	7.9	79
Cream-Filled Chocolate Cakes	*390	8.5	122	7.9	93
Doughnuts	1066	23.2	457	29.4	127
Honey Buns	*598	13.0	217	14.0	107
Chocolate-Iced Cakes	**333	7.2	113	7.3	101
(Any of the Above)	2285	49.7	891	57.4	115
Pre-Packaged Bread Used— Past 2 Weeks					
White Bread	3356	77.3	1087	70.0	91
2 Loaves or Less	1569	34.1	507	32.6	96
3-4	1137	24.7	304	19.6	79
5 or More	*850	18.5	276	17.8	96
Whole Wheat	1737	37.6	649	41.8	111
2 Loaves or Less	1090	23.7	418	26.9	114
3-4	*647	14.1	231	14.9	106

Source: Scarborough Research Corp.

*Percentages Relatively Unstable Because of Small Base—Use With Caution
**Base Too Small for Reliable Percentages—Shown for Consistency Only
***Female Black Population Within 34 API Markets Among The Top 50 Metro Area

CARBONATED SOFT DRINKS

API readers index well across the board for the consumption of carbonated soft drinks. In the past month, over 60% of API readers drank regular cola, 25% drank lemon or lime flavor soft drinks, 23% drank other flavors and 14% drank low calorie or diet colas.

READERS OF API NEWSPAPERS

Profiled by Carbonated Soft Drinks

Total Adults

	Total Black Pop.*		Read In Past 7 Days		
	'000	%	'000	% Comp	Ind
Total Adults	8614	100.0	2537	100.0	100
Drank in Past Month Regular Cola	5069	58.8	1588	62.6	106
Frequency of usage in past week					
5+ glasses	2156	25.0	695	27.4	109
3-4 glasses	887	10.3	307	12.1	118
1-2 glasses	1519	17.6	461	18.2	103
Drank in Past Month Low Calorie (Diet) Cola	1092	12.7	361	14.2	112
Frequency of usage in past week					
3+ glasses	1199	13.9	375	14.8	106
1-2 glasses	842	9.8	287	11.3	116
Drank in Past Month Lemon or Lime Flavor	2053	23.8	639	25.2	106
Frequency of usage in past week					
3+ glasses	1553	18.0	460	18.1	101
Drank in Past Month Other Flavors (Regular)	1735	20.1	592	23.3	116
Frequency of usage in past week					
1+ glasses	1275	14.8	413	16.3	110

Source: Scarborough Research Corp.

* Black Population Within 34 API Markets Among The Top 50 Metro Areas

CIGARETTE SMOKING

Thirty seven percent of API readers smoke cigarettes, and of these smokers, over 95% smoke a filter cigarette. One-half of API readers who smoke prefer menthol cigarettes and over 50% prefer low tar/light cigarettes (either menthol or non-menthol).

READERS OF API NEWSPAPERS

Profiled by Cigarette Smoking

Total Adults

	Total Black Pop.*		Read In Past 7 Days		
	'000	%	'000	% Comp	Ind
Total Adults	8614	100.0	2537	100.0	100
Smoke Cigarettes	3053	35.4	925	36.5	103
Filter	2902	33.7	886	34.9	104
Menthol	1823	21.2	459	18.1	85
Low Tar/Light	1518	17.6	503	19.8	113
Do Not Smoke Cigarettes	5561	64.6	1612	63.5	98

Source: Scarborough Research Corp.

* Black Population Within 34 API Markets Among The Top 50 Metro Areas

LEISURE ACTIVITIES

API readers index well against a range of leisure activities including movie attendance, bicycling, bowling, jogging, roller skating and tennis.

READERS OF API NEWSPAPERS

Profiled by Leisure Activities

Total Adults

	Total Black Pop.*		Read In Past 7 Days		
	'000	%	'000	% Comp	Ind
Total Adults	8614	100.0	2537	100.0	100
Number of Time Attended Movies in Past 30 Days					
One or More	2319	26.9	777	30.6	114
Two or More	1504	17.5	464	18.3	105
Sports Participated in Past 12 Months					
Bicycling	2140	24.8	662	26.1	105
Bowling	1614	18.7	515	20.3	108
Fishing	1438	16.7	408	16.1	96
Jogging	2200	25.5	805	31.7	124
Roller Skating	1401	16.3	485	19.1	118
Tennis	1192	13.8	382	15.1	109

Source: Scarborough Research Corp.

* Black Population Within 34 API Markets Among The Top 50 Metro Areas

TRAVEL

Over 60% of API readers have taken a domestic trip in the past year, and of these travellers, two-thirds have taken at least two trips. *Among total domestic travellers*, 93% were vacation travellers or traveling for other personal reasons.

623,000 readers have travelled internationally within the past five years. API readers are 25% more likely to be international travellers than the population base.

READERS OF API NEWSPAPERS

Profiled by Domestic and Foreign Travel

Total Adults

	Total Black Pop.*		Read In Past 7 Days		
	'000	%	'000	% Comp	Ind
Total Adults	8614	100.0	2537	100.0	100
Travel in the U.S. Number of Trips Taken In Past 12 Months					
One or more	5321	61.8	1634	64.4	104
One	1847	31.4	546	21.5	100
Two	1257	14.6	431	17.0	116
Three or more	2217	25.7	657	25.9	101
Purpose of Trip					
Business Reasons	1853	21.5	630	24.8	115
Personal/Vacation	4965	57.6	1499	59.1	103
Means of Transportation Used					
Car	3550	41.2	1144	45.1	109
Airplane	1824	21.2	641	25.3	119
Other	1306	15.2	338	13.3	88
Travel Outside the U.S. Number of Trips Taken in Past Five Years					
One or More	1695	19.7	623	24.6	125
One or More Air Trips	1488	17.3	552	21.8	126

Source: Scarborough Research Corp.

* Black Population Within 34 API Markets Among The Top 50 Metro Areas

SHOPPING EXPENDITURES

As volume purchasers, 13% more API readers spend at least $125.00 or more per week supermarket shopping than the population base. In fact, over one-third of all readers account for weekly supermarket expenditures of $70.00 or more.

On an average, readers of API newspapers spend a whopping $13,820,000 each week in supermarkets and groceries across the country.

To make their food dollars stretch further, sixty percent of API readers use cents-off coupons. Moreover, over one-half of all readers who redeem coupons do so on a weekly basis.

Over 90% of API readers who redeem coupons obtained them through newspapers.

READERS OF API NEWSPAPERS

Profiled by Weekly Shopping Expenditures and Coupon Redemption

Total Adults

	Total Black Pop.*		Read In Past 7 Days		
	'000	%	'000	% Comp	Ind
Total Adults	8614	100.0	2537	100.0	100
Supermarket/Grocery Store Shopping—Amount Spent by Households in Past Week					
$125.00 or More	943	10.9	315	12.4	113
$85.00-$124.99	1312	15.2	290	11.4	75
$70.00-$84.99	1091	12.7	302	11.9	94
$60.00-$69.99	978	11.4	256	10.1	89
$50.00-$59.99	1335	15.5	355	14.0	90
$40.00-$49.99	1046	12.1	328	12.9	106
$30.00-$39.99	689	8.0	328	12.9	162
Less than $30.00	1220	14.2	363	14.3	101
Median (Dollars)	60			57	
Cents-off Coupons Used by Household	5264	61.1	1509	59.5	97
Redeem Once/Week or more often	2432	28.2	822	32.4	115
Coupons obtained through Newspapers	4691	54.5	1431	56.4	104

Source: Scarborough Research Corp.

* Black Population Within 34 API Markets Among The Top 50 Metro Areas

SCARBOROUGH RESEARCH— AN OVERVIEW

Scarborough Research Corporation is a full service research company started in January, 1975, by Harold Israel and Jay M. Cohen.

Combined experience of Scarborough principals covers the widest range of survey research steps.

President Harold Israel was V.P. and research director at W.R. Simmons & Associates with responsibility for all survey types including: audience studies for magazines, newspapers, radio, television, and outdoor; new product tests; product and slogan identification; advertisement recall studies; public opinion and voter surveys; industrial and business executive surveys.

Mr. Israel was also project director at The Psychological Corporation and International Research Associates where he worked on consumer and marketing studies.

Executive Vice President Jay M. Cohen was director of data processing systems at W.R. Simmons where he developed a sharp understanding of audience research problems. Mr. Cohen was formerly a senior statistician of the Media Research Department at Ted Bates.

Vice President Mel Weiss brings to Scarborough over thirty years of experience in the design, completion, analysis, and promotion of survey research with the U.S. Bureau of the Census, Daniel Starch and Staff, W.R. Simmons and Associates, Target Group Index and Grey Advertising. Mr. Weiss' last position was Vice President Media Research at Interactive Market Systems where he dealt with special newspaper and magazine audience projects.

SCARBOROUGH NEWSPAPER CLIENTS

Austin American-Statesman
Baltimore Sun
Boston Globe
Chicago Tribune
Aurora Beacon News
Elgin Courier News
Joliet Herald News
The Plain Dealer
Denver Post
Detroit News
Detroit Free Press
Houston Chronicle
Journal-Star (Lincoln, Neb.)
The New York Times
The New York Daily News
The New York Post
Bergen Record
Newark Star Ledger
Jersey Journal
Bridgewater-Courier-News
New Brunswick Home News
Perth Amboy-Woodbridge News-Tribune
Bridgeport Telegram
Bridgeport Post
Greenwich Time
Norwalk Hour
Stamford Advocate
Staten Island Advance
Westchester/Rockland Newspapers
Village Voice
Phoenix Republic-Gazette
St. Louis Post-Dispatch
St. Louis Globe-Democrat
St. Paul Dispatch & Pioneer Press
San Francisco Chronicle-Examiner
Washington Post
Journal-Globe Newspapers

RADIO AND TELEVISION CLIENTS

Radio Clients

Baltimore:	WFBR	
Buffalo:	WBEN	
Chicago:	WBBM-AM	WLAK
	WFYR	WLS
	WGN	WXRT
Detroit:	WCXI	WMJC
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	WJR	WXYZ
	WJZZ	WWWW
Kansas City:	KCMO	
Louisville:	WHAS	
Los Angeles:	Golden West Broadcasting	
New York:	WABC	WOR
	WCBS-FM	WPAT
	WICC	WPLJ
	WMCA	WTFM
	WNBC	WXLO
	WNEW-AM	
San Diego:	KOGO	
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Washington:	WASH	WKYS
	WAVA	WPGC
	WEZR	WRC
	WGAY	WRQX
	WGMS	WTOP
	WHFS	WWDC
	WHUR	
	Major Market Radio	

Television Clients

Chicago:	WBBM
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Detroit:	WXYZ
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	WCBS
	WNBC
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Federated Department Stores, Inc.
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MBM Associates
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Van Sant Dugdale
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Newspaper Representatives

Amalgamated Publishers Inc.

Magazines

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Chicago Magazine
Conde Nast Publications:
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Restaurant Business Magazine
Time
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Outdoor Advertising Assoc. of America

THE AMALGAMATED PUBLISHERS INC. NEWSPAPER NETWORK

API

The NATIONAL REPRESENTATIVE FOR BLACK NEWSPAPERS

88 Newspapers in 68 Markets
The Power and Influence of
the Black Newspaper:

Generating Sales in The
Burgeoning Black Consumer Market

STATE	NEWSPAPER
Alabama	Birmingham World
	Mobile Beacon
California	Los Angeles Sentinel
	San Diego Voice News & Viewpoint
	Oakland Post
	San Francisco Post
	Richmond Post
	Berkeley Post
	Sun Reporter (San Francisco)
	San Francisco Metro Reporter
	Oakland Metro Reporter
	Berkeley Metro Reporter
	Richmond Metro Reporter
	Vallejo/Suisun/Fairfield Metro Reporter
	San Jose Peninsula Metro Reporter
	San Joaquin Metro Reporter
	Oakland California Voice
D.C.	Washington Afro-American
Florida	Sentinel Bulletin (Tampa)
	Florida Star & News (Jacksonville)
	Miami Times
	Miami Courier
Georgia	Atlanta Daily World
	Augusta News Review
Illinois	Chicago Daily Defender
	New Crusader (Chicago)
Indiana	Gary Crusader
	Indianapolis Recorder
Iowa	Iowa Bystander
Kentucky	Louisville Defender
Louisiana	Louisiana Weekly (New Orleans)
	Baton Rouge Community Leader
	Shreveport Sun
Maryland	Baltimore Afro-American
Massachusetts	Bay State Banner
Michigan	Michigan Chronicle (Detroit)
Minnesota	Minneapolis Spokesman
	St. Paul Recorder
Missouri	Kansas City Call
	St. Louis Argus
	St. Louis Sentinel
	St. Louis American
New Jersey	New Jersey Afro-American
New York	Amsterdam News (New York)
	Big Red (New York)
	Buffalo Challenger
	Westchester County Press
North Carolina	Carolinian (Raleigh)
	Charlotte Post
	Carolina Times (Durham)
	Winston-Salem Chronicle
	Wilmington Journal
Ohio	Cleveland Call & Post
	Cincinnati Herald
Oklahoma	Black Dispatch (Oklahoma City)
Oregon	Portland Observer
Pennsylvania	Philadelphia Tribune
	New Pittsburgh Courier
	Philadelphia Afro-American
Tennessee	Tri-State Defender (Memphis)
Texas	San Antonio Register
	Post Tribune (Dallas)
	Houston Informer
	Fort Worth Mind
	Forward Times Metro (Houston)
Virginia	Richmond Afro-American
	Roanoke Tribune
	Journal & Guide (Norfolk)
	Portsmouth Journal & Guide Metro
	Peninsula Journal & Guide Metro
	Suffolk Journal & Guide Metro
	Virginia Beach Journal & Guide Metro
	Chesapeake Journal & Guide Metro
	Norfolk Journal & Guide Metro
Washington	The Medium (Seattle)
	Tacoma True Citizen
Wisconsin	Milwaukee Community Journal
	Milwaukee Courier
	Milwaukee Star Times
NATIONAL EDITIONS	Afro-American
	Courier

When you want to know more about the Black Consumer Market on a local or national basis—please contact the API Research Department. (212) 869-5220

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